

# FundQuest Case Study

## Large Independent Broker Dealer Platform Consolidation to Accelerate Growth

### Business Goals

This firm offered its 1,200 financial consultants a choice of eleven independent platform alternatives but was still not meeting the firm's critical business goals:

1. Acquire a comprehensive and competitive investment product set and make it available to all consultants
2. Enable financial consultants to focus on asset gathering by relieving them of labor intensive manual reporting and proposal preparation
3. Increase financial consultants' ability to provide portfolio management and diagnostic insights to their clients

### Challenges

- The firm was experiencing slow asset growth
- The large number of platforms made effective home office coordination and control nearly impossible
- Home office could not place constraints on portfolios to meet client target strategies
- Both compliance and commission tracking were a growing concern for management
- Platform alternatives created confusion because of the pressure from multiple platform providers on both existing consultants and new hires
- While consolidation of platforms seemed essential, it also created a concern that assets might be lost due to client and consultant attrition

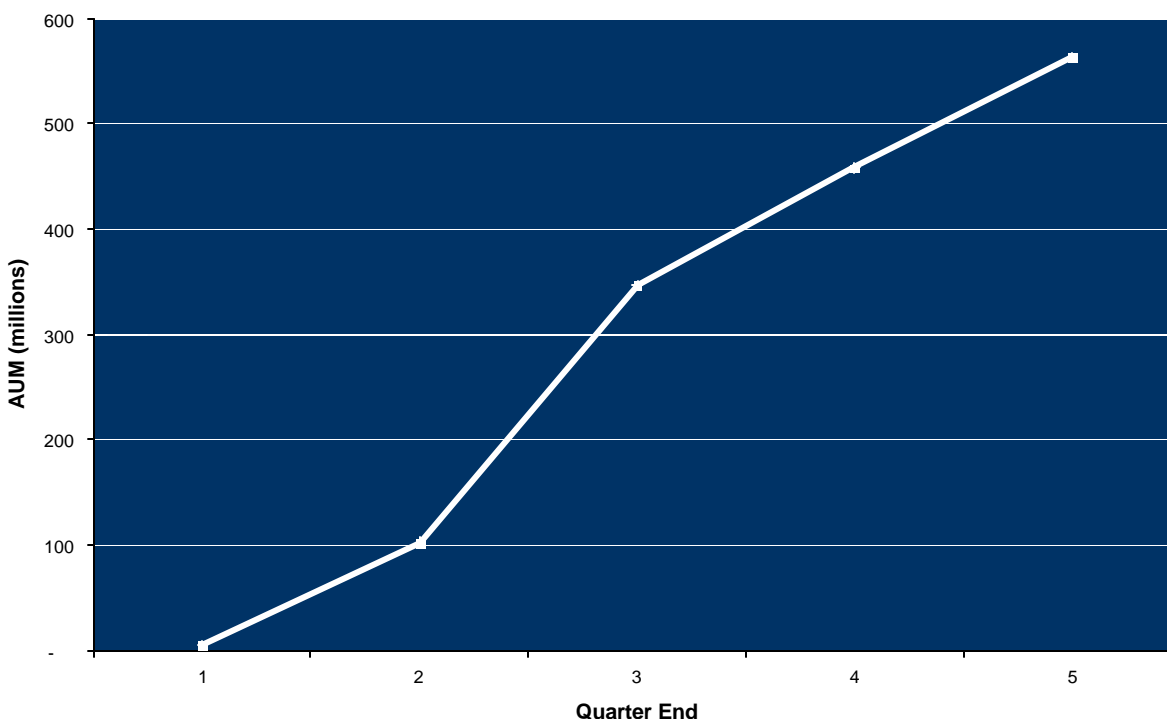
### Strategies for Growth

- Firm created a partnership with three core platforms in order to:
    - i. Gain ability to exercise control and coordination
    - ii. Offer consultants a reasonable number of alternatives
    - iii. Limit overall impact of platform change for consultants and clients
  - Firm established a partnership with FundQuest to leverage:
    - i. FundQuest's deep experience with platform conversion
    - ii. Breadth and depth of open architecture products
    - iii. Powerful tools to automate proposal process, portfolio management, and portfolio diagnostics
    - iv. Fully automated quarterly performance reporting
    - v. Ability for home office to implement parameters for advisor driven programs including maintenance of allocations within 10% of investor specific targets
    - vi. Strong operational and field support including practical training to get consultants up-to-speed quickly
    - vii. Client services team to support home office's need to establish systems and processes for control and coordination
- (continued)

## Results

- Assets under management increased by 67% over 2 years with an even greater increase in revenue
- Management gained ability to focus more on growing the business versus operations
- Firm now provides a competitive open architecture product offering to all consultants
- The asset growth per consultant has increased because of new productivity tools
- Firm experienced 92% retention of consultants during platform consolidation/conversion

Assets Under Management On FundQuest Platform



### A Flexible, Innovative, Strategic Partner to Accelerate Your Growth

**Experience and Innovation:** Founded in 1993, FundQuest is the best partner to help advisory firms grow via the most innovative open architecture investment programs and advisor productivity tools

**Best Services and Support:** FundQuest is the most flexible service provider with the best overall support services for both management and advisors

**The Choice of Leaders:** More than 110 institutions including RIAs, insurance companies, independent broker dealers, banks, and trust and wealth management firms partner with FundQuest

**Investment Management Expertise:** FundQuest's investment management team, with more than 30 analysts in the combined US and European operations, performs in-depth quantitative and qualitative due-diligence

**Retirement Income Management:** FundQuest has created the first comprehensive platform for the integrated planning, implementation, and monitoring of income distribution

**Proven In the Field:** Institutional partners make FundQuest's web based platforms available to a national network of 49,000 financial advisors

**Operational Scale:** FundQuest's combined US and European operations manage and/or administer \$36 billion

**Financial Strength:** FundQuest is part of BNP Paribas, one of the world's largest financial services firms

Services are offered in the U.S. through FundQuest Incorporated, a Registered Investment Advisor

**For more information please:** Call **617.526.7386**, e-mail [info@fundquest.com](mailto:info@fundquest.com), or visit [www.fundquest.com/usa](http://www.fundquest.com/usa)